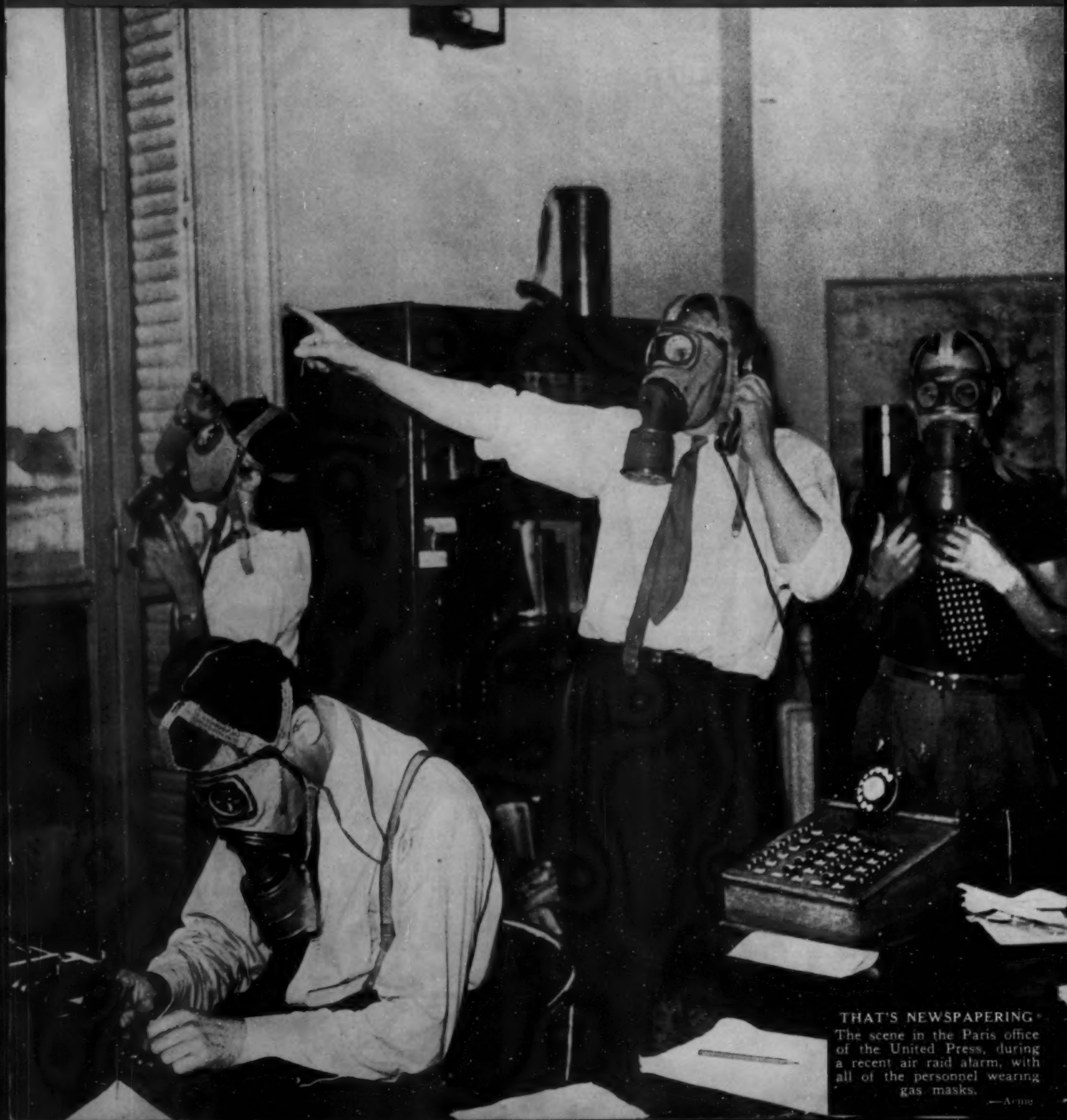


THE

DECEMBER, 1939

QUILL

A MAGAZINE FOR WRITERS, EDITORS, AND PUBLISHERS



THAT'S NEWSPAPERING

The scene in the Paris office of the United Press, during a recent air raid alarm, with all of the personnel wearing gas masks.

—Aime

THE QUILL

A MAGAZINE FOR WRITERS, EDITORS AND PUBLISHERS

Founded 1912



VOLUME XXVII **DECEMBER, 1939** NUMBER 12

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AT DEADLINE

By R. L. P.

GREETINGS to all of you QUILL readers — may your Christmas be happy and your New Year merry!

And we hope old Santa brings a special assortment of Christmas and holiday cheer to those of you who have eased this department's pleasant task of getting out a magazine every month by sending articles, letters of suggestion, fancy headlines and such during the year.

You are a swell gang to work for—and if you can find at least one thing to interest you in every issue we'll feel that we're not letting you down.

SPEAKING of fancy head work, as we were a few lines back, we opened a letter from a modest trio on the Seattle (Wash.) *Post-Intelligencer* the other day and out tumbled as choice an assortment of headlines as we've seen for a long time.

We'll pass them along to you, with the opening salvo fired by the three headliners:

"It must be true the P. I. copy desk is still writing the best headlines. We submit the following evidence:

On story of Kuhn being accused of stealing Bund funds to spend on woman:

**Kuhn Will Be Pictured
As 'Love Bundit'**

On Byrd's snow cruiser clogging highway:

Traffic Jammed by Blunder Bus

On new pension scheme:

Californian Hatches New Eggs Plan

One that's self-explanatory:

**Sneeze Halts Dr. Carrol's
Talk on Colds**

7 An old one of pre-war days:

**Il Duce Grinds Axis in
Talks With Rumania**

On story of flood on western front:

Troops Can't Keep Their Powder Dry

On divorce story:

**He Wouldn't Build Fire,
So Love Cooled**

Another one:

**Synthetic Socks Give More Miles
to the Gal**

[Concluded on page 19]

To Print, or Not to Print—



Dallas Wood

IT isn't news to any newspaperman that a two-way fight rages all day in the news-room—

A fight to stave off the stuff we don't want, but which others want to foist onto us, and a fight to get the stuff we want, but which others want to have kept out of the paper for their own private reasons.

It's a problem we all have to face—and no one knows all the answers.

Of course, we can always be magnanimous and obliging whenever the request for omission concerns worthless or trivial stuff. But unfortunately the requests are not confined to the trivial items. Sometimes the most important story of the day is the one about which the controversy develops.

During the progress of a famous murder trial, for instance, the mother of the defendant gave me hell for printing the testimony of state witnesses.

When I explained that I had no option, her answer was, "Well if you think you must print it, you could at least tell the public that it is all lies."

When requests for omission concern trivial personals—the fact that Mr. and Mrs. So-and-So have taken a trip, or that Mrs. Somebody entertained two tables at bridge—the option properly lies entirely within the principals. Those little matters are personal and unimportant. It is better to accede, and save your fighting strength for the battles that are worth while.

BUT moving up a step, we come across other relatively minor, yet newsy, items, that have a public rec-

That Is the Question When People Say: "Please Don't Put It in the Paper!"

By DALLAS E. WOOD

Executive Editor, Peninsula Newspapers, Inc.

ords angle, such as marriage licenses, divorce actions and property transfers.

The best procedure there is to try to talk the people out of their objections to publicity. Usually you can do it. But if you cannot do that, then the outcome should depend upon the actual worth of the item to you.

If the people are obscure and the item of extremely little news value, it is better to yield. The slight and transitory news value would be disproportionate to the lasting enmity that would be created by your going against their wishes.

But if the people are prominent, or even fairly well known, and you know the item would interest a sizable group of people, you are justified in being insistent that it run.

PRIME news in a small city is an editor's periodic headache. The "best people" sometimes get into jams. The editor's own friends, and the husbands and sons of his wife's friends do get into police trouble sometimes. It is a not uncommon occurrence for a caller at the editorial office to say, "A friend of mine got into a little trouble with the police last night. I am asking that

as a personal favor to me, you leave it out."

Ask that man if he thinks that a newspaper is ever justified in publishing any crime news at all. He will have to answer in the affirmative. Then ask him just where the line should be drawn. Certainly the line should not be determined by the fact of whether or not somebody happens to be the culprit's friend. Every culprit has his friends.

If the incident is one that is newsworthy, it should be printed, especially if the custom is to publish other items of like character. Our job as news editors is to publish, rather than suppress, and we should hew to the news line and let the chips fall where they will.

Sometimes, the principal in a news story tells us that he doesn't mind having the item appear in the outside papers (alias the metropolitan sheets that also circulate in our territory), but that he doesn't want it to appear in "our home-town paper."

Now that is a fantastic idea, indeed, to argue that the one paper that should suppress the story is the one published in the field where the news would be of highest interest.

ONE of the perennial problems of newspapering is the oft repeated refrain: "Please keep it out of the paper!"

Dallas E. Wood, executive editor of Peninsular Newspapers, Inc., publishers of the Palo Alto Times, Redwood City Tribune and Burlingame Advance, all California dailies, relates in the accompanying article how the problem is handled on these papers. Perhaps, after reading his account, you can contribute something to the discussion.

Mr. Wood's entrance to journalism was through advertising. On leaving college, he became an advertising writer successively in an agency, then with a department store and later a chain drug company. In 1915, he was a publicity writer for the Pan-Pacific International Exposition in San Francisco. In that same year, he became city editor of the Merced (Calif.) Evening Sun, now the Sun-Star. He became editor and part owner of the Palo Alto Times in 1919. He relinquished the editorship a year ago to become executive editor of the Peninsula papers, writing editorials and a column for the three papers.

I IMAGINE that in every town, the drunken driver causes the editor plenty of grief. There is never any telling in advance just what people will have a drunken-driving charge filed against them.

Almost every paper campaigns editorially against drunken driving, pointing out what a menace to life and limb the drunken driver is, and demands that drunken driving be curtailed. We editors demand that the police and courts "be tough" with drunken drivers. But can we consistently make that demand and then "go chicken" ourselves, no matter who becomes involved?

The publicity attendant upon a drunken-driving charge is a proper part of the general penalty for that crime. It takes guts and stamina, however, to withstand all the pressure of the drunken driver's friends, his lawyer, his clergyman, and maybe his weeping wife or mother, if not both, to boot.

"I'll lose my job if this gets out," says the culprit. But he should have thought of that before. Moreover, his boss is more than likely to learn of it anyhow, whether the item is published or not.

A very common plea for no publicity, emanating from the drunken driver, is that his wife or mother is seriously ill, not expected to live, and that if the item is published, the shock will kill her.

I have always thought it strange, indeed, how many men there are who, by their own confession, choose the wife's or mother's dying hour for the time of their alcoholic celebration.

That dying wife or mother plea is worked threadbare. On one occasion, a few minutes after a drunken driver had told me his mother was dying, I passed her on the street. She was a very lively and chipper sort of "near corpse." I can state, too, that I have yet to know of a case in which publication of a drunken-driving charge has had fatal consequences.

WE conceived a plan for meeting the drunken driver's "no publicity" plea that works very well. We published a front-page, boxed editorial under the title "Drunken Drivers Entitled to No Special Courtesy."

The editorial opened with the injunction, "If you ever get arrested for drunken driving, if any of your family, any of your friends get arrested for drunken driving, please do not ask to have the item not published."

The editorial then proceeded to discuss the seriousness of the drunken-driving menace and also to give an appraisal of what sort of a "heel" the

drunken driver was. The editorial concluded with the summary that provided the caption quoted above.

When drunken drivers come into the office to plead their cases, I hand over a reprint of that editorial, and say, "Take this along and read it. It states our policy."

Note the importance of those first three words, "Take this along." Had I said, "Read this," they would have started to read it on the spot, and the argument would have been resumed. But those words, "Take this along," started them toward the door. They would go outside to read it. And they never come back.

Sometimes the alleged drunken driver is insistent that he was not drunk. Of course we do not want to do anybody an injustice. So whenever there is doubt about the fact, the editor can justifiably give the fellow a break by holding up publicity pending the outcome of the court decision.

ONE request for omission that I consider legitimate is that the name of the employer of a culprit not be published. I know of no special reason why anybody in a criminal difficulty needs to be identified by his place of employment, particularly if the employer considers that he would be unjustly harmed thereby.

I am never impressed by the pleadings made by mothers, or even fathers, of young men in court troubles. "Really, it was nothing. The boy wasn't doing a thing. The cops just seem to have it in for him," I have been told many times.

But long experience has taught me that people are not apprehensive about such publicity when they have been doing nothing. The defendant in a police difficulty is never the innocent, golden-haired, Sunday school sort of youth described by his mother, even though she may be convinced in her own soul that he is.

Many a time I have known more about the son's real character—and his police record—than his mother. It is dangerous to make any promise of no publicity in such cases until you first have seen the police blotter version of the incident. Invariably it will be far different from that that the parent tells.

SOMETIMES a police department will ask that publicity of a crime be suppressed, or at least delayed, the argument being that chances of catching the criminal would be jeopardized by publicity.

Of course we want to cooperate with justice, but before acceding to that sort of request, the editor should make

certain that that is the real reason for the request, and that the police officers are not trying to conceal incompetence in their inability to apprehend the fugitive.

Realty dealers who ask to have news of an impending deal kept quiet, "because publicity would kill the sale," and then go down the street bursting with the news themselves and tell it to everybody they meet are one of my pet gripes.

I have had people come to me asking that news of forthcoming improvements be withheld because they wanted to buy up adjoining property to cash in on the development, "and don't want to be held up on the price." It never occurs to those people that what they are doing is trying to hold up the other fellow. There is no reason why newspapers should be partisan in such matters. Our only course there is to "hew to the news line."

DESPITE Harold Ickes and others of his ilk, the number of times when advertisers have sought to use their account with us as a pressure device for keeping news out of the paper have been few and far between. But when they do arise, they can be handled.

An advertiser one day told me he wished to have an item about his friend omitted. "And I have a right to ask it because I am an advertiser," he announced.

"Listen," I said. "I don't know what you are going to ask. Maybe it will be a legitimate request, and maybe it won't. But if it is, it won't be on the grounds that you are an advertiser."

"What would you think of me, if I were to publish an announcement that our paper was going to be run on strictly blackmail lines, so that customers of ours could have anything published or omitted, as they wished, but that all others would 'get the works'? That is the policy you are asking me to pursue."

On the whole, our obligation is one to the public, not to individuals. Today Bill Jones asks to have an item omitted. You may argue that such omission is against established policy. But Bill Jones is not interested in your policy. He does not care about the aftermath of trouble to you that the setting of such a precedent would be.

He cares nothing about your obligation to the public. All that he is interested in right then is having his item withheld for his own personal reasons. But tomorrow John Smith will make a similar request, with the same stony indifference to your policy and your obligation to the public.

[Concluded on page 13]

Something of Uncle Sam's Plans for the Press If America Goes To War!

By CEDRIC LARSON

WHEN war came to America in 1917, Uncle Sam was caught napping. There had been very little preparation of any type for war and the result was that it was almost 15 months after the entry into the conflict in April, 1917, before help of a decisive kind could be offered to the Allies. Such a delay would be fatal today.

Accordingly, the Industrial Mobilization Plan has been worked out over a period of years by the joint representatives of the War and Navy Departments, to lay down the blueprints of action when and if the incubus of war again visits the land.

Military experts today recognize four factors in the "strategic equation" of armed action: (1) Economic; (2) Political; (3) Combat; and (4) Psychologic. The fourth factor is the one with which this discussion is primarily concerned.

THE present European war has shown more sharply than ever the

increasing role played by all types of propaganda in a conflict. There must be no dissension—even republics and limited monarchies become "totalitarian democracies" for the duration of the war. During periods of military inaction the increasing importance of propaganda to sustain the morale on the home front is of primary consideration.

Thus it is that the portion of the 1939 Industrial Mobilization Plan, which will coordinate the public mind of America, should be of paramount interest to journalist and publisher alike. When George Creel built up his well-known Committee on Public Information during the World War he had no definite blueprint in mind, and his organization, like Topsy, "just grew." By the time the World War was at an end, however, Creel had a pretty efficient organization evolved for spreading the ideals of Wilson both at home and abroad. His organization has well been called "America's first propaganda



Cedric Larson

ministry." The officers of the Army and Navy have carefully weighed the successes and failures of this Committee in formulating the Public Relations Administration of the Industrial Mobilization Plan.

The Industrial Mobilization Plan (I.M.P.) of 1939 calls for the creation under war-time conditions of the following administrations: War Resources, Public Relations, Selective Service, War Finance, War Trade, War Labor and the Price Control Authority. The 1939 I.M.P. says of the Public Relations Administration:

"The mission of this administration should be the coordination of the dissemination of information for the public. This information should insure adequate presentation to the people of the purposes, views, and progress of the Government in the prosecution of the war. The administration must maintain close liaison with all other emergency administrations and other agencies. The maintenance of a high national morale is a continuing function of this administration."

MORE specifically, the plan of organization for the Public Relations Administration is as follows:

Under the steps contemplated by the I.M.P., upon the outbreak of war, the President would be invested with great authority, as was President Wilson in 1917. He would establish the Public Relations Administration (P.R.A.) along with other emergency organizations of the I.M.P. by executive order, just as the Creel Commit-

[Concluded on page 18]

MANY prominent Americans, apparently with good reason, fear the entrance of the United States in the present European mess would mean the end of liberty and democracy in this country, a regimentation of individuals and industry, the stifling of initiative and opinion.

Considerable has appeared in print concerning the Industrial Mobilization Plan—not so much about the phase of that plan which would affect the press. In the accompanying article, Cedric Larson presents the general outline of the proposals that would affect the press and other forms of communication.

Mr. Larson, co-author with James R. Mock of the recently published "Words That Won the War," a significant study of the Committee on Public Information and its work during 1917-1919, is a graduate of Stanford University. He has been in Washington since 1935, first with the Labor Department and then with the Library of Congress. He also teaches history in George Washington High School, Alexandria, Va., and is a frequent contributor to magazines. Quill readers will recall, we are sure, his interesting story of Anne Royall, "Grandma of the Sob Sister," which appeared several months ago.

Behind the Batchelor Byline—

IT has been said that the cartoon was born in Italy, nursed in Holland and matured in England. A wag added that the cartoon came to its full fruition in America.

The Pulitzer Prize Committee could probably set us straight on this, because that honored group holds cartoonists and their work in high regard, as evidenced by the fact they make among other awards, an annual award for the cartoonist producing the best cartoon of the year.

C. D. Batchelor, familiarly known to almost all his friends and acquaintances as "Batch," was a Pulitzer Prize winner for his cartoon on war published April 6, 1936, which is here reproduced. With the award went the citation: "For a distinguished example of a cartoonist's work published in any American newspaper during the year, the determining qualities being that the cartoon shall embody an idea made clearly apparent, shall show good drawing and striking pictorial effect, and shall be intended to be helpful to some commendable cause of public importance, due account being taken of the whole volume of the artist's newspaper work during the year."

THE 1937 choice of the Pulitzer Prize Committee is not a mythical man. He was born of all dates on April 1. Any mention of his birthday brings out the quick humor of the man. He says it's the best day for a comic artist to choose for his birthday. The combination of his birthday date and being born in Kansas is all that is needed to make a cartoonist.

Many noted newspapermen have their genesis in Kansas. Kansas has bred the keenest nosed reporters anywhere which accounts for their ability to roll up a good story with a few "makings." The cartoonist, if he is capable, is a good reporter. He very often points the facts and certainly seeks the truth assiduously as an interpreter.

Kansas is the state that made the cyclone famous. William Allen White, editor of the *Emporia Gazette*, pointed out to the artist in his youth that, "Kansans operating newspapers live in the county seat where news is lean, so they cook up strange stories not so much out of whole cloth, but with just enough fact to get by, but it will aid you in your career: just you try to picture these things!"

Mr. Batchelor loves his native state. He finished public schools in Osage

Biographical Notes on the Career of This Pulitzer Prize Cartoonist

By ANN LORD

City and Salina, Kansas. Then went to the Art Institute in Chicago. After he had finished at the Chicago Art Institute and took a temporary job on the *Kansas City Star* where he lingered six months for the munificent salary of \$15 a week, he remembered that laughter seemed to be the heritage of the civilized man, the chief achievement of civilization. Nothing distinguishes the civilized from the uncivilized man with such emphasis as humor. He could never quite get away from the humorous side of political Kansas, even when he felt his forte was portraiture, he knew he wanted most of all to do telling cartoons.

For six months, "Batch" continued with the *Star*, feeling that he should return the \$15 to the owner every pay day. Finally, a policy of retrenchment hit the *Star* which, in turn, hit our incipient cartoonist. For quite a period he was as they say on Broadway "at liberty."

AFTER an interlude of some length, he decided to enter a contest sponsored by the American Medical Society for six cartoons dealing with public health questions. He won the first prize.

There followed a period of railroad work at Las Vegas, N. M. Some cartoons were sold to *Life* and *Judge* in this interval.

Then, with \$200 which he had saved burning a hole in his pocket, Mr. Batchelor approached New York with some trepidation. He was in the company of Thomas Craven of Salina, who is also a Kansan and who had worked with "Batch" on the Santa Fe Railroad in Las Vegas.

Arriving in New York, there followed for both of them a year of rather intense economy and a great deal of free lancing. A permanent job developed with the *New York Evening Journal*. Although the permanent job was interrupted with intervals of firings, there finally did follow an opportunity to do the kind of cartoons he liked. Mr. Batchelor introduced the first of his pictorial renderings of abstract ideas, of which "War" was the leader.

This was on Sept. 10, 1914. This cartoon is cited to refute the old saw that a cartoon is for the most part for the moment. Twenty-four years later, Sept. 10, 1938, the *New York Journal-American* reprinted it, with headlines:



C. D. Batchelor, of the *New York Daily News*.

"Twenty-Four Years Ago? Seems Like Hours!" And it went on to say that war headlines of 1914 reveal the world is back from where it started. The cartoon was captioned, "The New Bookkeeper." Mr. Batchelor's figure-head "War" is entering the toll of dead and wounded in a ledger, and the editorial admonished the reader to take another look at Europe's situation. It attracted a lot of attention at the time, and was just as effective 24 years later as it was the day it was first published.

MR. BATCHELOR'S viewpoint and his sense of civic responsibility are acute. Another period of free lancing came along and then in the 20's "Batch" began a feature for the New York Post called "Once Overs." This was a human interest feature and was given a wide range of circulation. On the conclusion of his contract with the Post, he went to the New York News.

Since working for Joseph M. Patterson, editor and publisher of the News, "Batch" has collected one Pulitzer award, the Silver Plaque from the Headliner's Club, and he received the first cartoon prize offered by the C. I. T. Safety Foundation, for his cartoons dealing with motor highway safety, a series called "Inviting the Undertaker."

Mr. Batchelor settled down at the News in 1931 because of mutual likes and dislikes in cooperating with those responsible for its editorial policy. No small proportion of the wider fame he has achieved in his work, he ascribes to the appreciative cooperation of his editor and publisher. Unlike many publishers, virile, forceful J. M. Patterson does not flaunt a predominating personality in his domain. He keeps in the background. The News is his voice.

IF ever a person deserved to be called "a born cartoonist" it is C. D. Batchelor. Looking behind the cartoonist's inkpot we will find an able artist whose reputation is not limited to newsprint alone. It is true that he is political cartoonist to the largest circulation in America. He can tell a story so big in a picture so simple. Appreciation of his work has appeared in many publications, among them, *Time*, *Editor & Publisher*, etc.

On the other hand, quite a different public knows Mr. Batchelor as a portrait painter. He has exhibited with the American Water Color Society and he has exhibited water color portraiture in the Contemporary Galleries on 57th Street.

His cartoon against war probably tops the list of his favorite subjects.

THE QUILL for December, 1939

**"COME ON IN. I'LL TREAT YOU RIGHT.
I USED TO KNOW YOUR DADDY."**



This is the cartoon that brought C. D. Batchelor the Pulitzer Prize for cartooning in 1937. First printed April 6, 1936, it is even more pertinent today.

This is followed by his safety series, "Inviting the Undertaker," which has been taken by an Australian syndicate and a Stockholm syndicate is using it.

His parents, Mr. and Mrs. D. L. Batchelor still live in the Middle West. Their parents before them were pioneer farmers of the old west. D. L.'s son has inherited a taste for the odor of freshly turned earth and the color and quiet of the countryside in its changing seasons. He has not entirely thrown off the influence of Kansas. He owns a Connecticut farm where acres of woodland offer relief from the tension of a multitude of metropolitan interests and provide essential stimulation every creative artist finds in the rural life and scene. It is located in that part of Killingworth, about which Longfellow wrote, "The

Birds of Killingworth." The house was probably built during the seventeenth century.

Almost every morning promptly at ten, while in the city, you will see tall, bushy haired "Batch" walking across the street from his city apartment in Tudor City, to the modernistic News Building on East 42nd Street. He never hurries, and takes everything in his stride. He almost always carries one of his many walking sticks, which reminds one that his collection is of such interest that Dave Ellman invited him to be a guest on the Hobby Lobby hour recently. More than 15,000,000 listeners enjoyed Mr. Batchelor's broadcast, which dealt with the history of his collection of canes. This broadcast of a simple hobby brought hundreds of fan letters

[Continued on page 18]

I've Been Reporting for the

RAUDIO reporting—had you thought of it?

Or are you going to stumble into it, as I did, fresh out of college?

If you're going to stumble, you ought to do it with your eyes open. So I shall lift the skirts of hallowed "ray-de-oh" high enough to show its knobby knees, and you can judge for yourself whether it displays a good calf.

FIRST of all, radio is show-business. In many ways, it is closer to the movies than to the newspaper.

Now, news is as important to radio as research is to movies. The public likes to believe, even while being entertained, that it is being mildly educated. A survey of some 7,000 radio homes in Kansas put news in top position for listener-interest, with fiction-drama, strangely enough, far down the list.

Perhaps that's Kansas. But I'm inclined to believe that it is, rather, a radio habit of dramatizing or "punching" the news.

This punching isn't all done by the announcer. On the contrary, two of the Midwest's most popular news announcers, speaking daily on 50,000 watts power, have a studied, dry delivery.

It is a standing gag in any radio, that an announcer is an ignorant pup with a golden bark. He can make any kind of copy sound dramatic, syllabically. Just as a good printer, with a fresh assortment of type, could set up the city ordinances and make them eye-compelling.

BUT the public has grown increasingly discerning toward its information—in newspapers and radio, as in the movies. Unwieldy leads may be mouthed to sound palatable, but the human ear will disgorge them with a twist of the dial if it finds the news-content undigestible.

Thus, the true dramatic quality of news is "punched" into the radio story, not at the microphone, but at a typewriter, in approved newspaper fashion.

—Only more so. That is to say, at the script-typewriter the news is reduced from historical data to entertaining information. Long identifications must be clipped to brief labels; statistics must be eliminated almost entirely; tabulations are quite impossible; figures actually reach the ear more honestly in round numbers than in precise decimals. A political story the significance of which is too abstract

Around the Clock With the One-Man News Staff of a Small City Station

By GENE NEWHALL

News Editor and Commentator.
KYSM, Mankato, Minn.

to be stated in a single sentence, stands little chance of being put across, without distortion, to a listener. Several times a day, I spindle a story on the back hook, because it would take three sentences, all qualifying each other, to get off to a good start. That news is simply "unwieldy" for radio. It's like too much argumentation in a play.

THE radio editor, however, like the playwright, is loath to admit that any subject is too complex to be broken down into its component atoms and transmuted into base metal, the ring of which all ears will readily recognize. Yet the news man on a radio station is likely to be a one-man staff, and he has scant time for alchemy. He would be forced, in fact, to abandon a veritable mine of stories in the crude state, were it not for that half-human invention, the "script-typewriter."

The script-typewriter is a self-educated machine, usually without university training, and pretty shoddy on such subjects as press law and journalistic ethics. But the contraption has a facile style, and a long stride, which gives radio news just that extra pace which it must have.

The script-typewriter has a bold, unabashed face; announcers find a peculiar affinity for it; the vowels are very open, and the r's roll just a trifle. The carriage is geared to print words of one, two, or three syllables, but has a way of ringing a little bell when the operator transgresses that first rule of radio newswriting—simplicity. For the newsman who never could spell, script-writer is a vicious boon. It has been trained to spell phonetically; it's truly remarkable how our machine adapts itself to every announcer's particular whim of accent. Our noiseless, after a year of serving a heavily German Southern Minnesota audience, has developed a sort of *Gemütlichkeit*; its facility with umlauts is uncanny for an American-made machine.

A few of these techniques of "writing outloud" you will learn from your script-typewriter; other rules you will pick up from announcers who can't pronounce a string of s's or subordinate a clause. And simplification you will adopt after your listeners misquote you enough times.

BUT enough of radio newswriting. For on a 250-watter (and on many larger stations), you will be telegraph

REPORTING and editing for the radio is, while no longer a new field, still a largely undeveloped division of newsgathering. It offers opportunities to journalism school graduates endeavoring to locate themselves, as this article shows.

Gene Newhall, news editor and commentator for Radio Station KYSM, Mankato, Minn., was reared in Olivet, Mich., went to high school in Massachusetts and then chose the University of Minnesota as a democratic school and a good place in which to get an education.

Majoring in history in the university, he decided as a sophomore to make library work his career. Finding, however, that he preferred to create his own interpretation of the world about him rather than alphabetizing the ideas of others, he turned to journalism, reported for the student daily and went on to do graduate work in journalism. Leaving the university in June, 1938, he set out in his car to find a job. He found the one which he describes in the accompanying breezy account.

Radio —

cutter, court reporter, rewrite man, editor, and cub, all before the noon review; and ambulance-chaser, interviewer, and editorial writer before the evening is over. That is, if your station is not hooked up with the local newspaper.

At KYSM, I compete directly with the three local reporters of the newspaper staff. That begins to tell something of radio reporting. It's "skim-mage" (cq)—the kind you used to play as a youngster, without knee pads. No holds barred, and cleats in his face mean the other guy is following you too close for his own good.

I have to edit-down my news coverage as sharply as the script-typewriter has to slice the resulting stories. That is, I must get the cream—all of it; but the skim-milk can go to the pigs.

Rather superficial reporting, you argue. No. . . . The results are high in listener-fat, but they come from whole-news. Most stories, if still fresh enough to be used on the air without, as we say, "smelling," haven't stood long enough for the cream to rise. It's a separating process, really, which the radio reporter must put the news through. You know, if you've worked on a farm, how long it takes to get a milk-separator humming in high gear. Well, once you're wound up for your day of radio reporting, you go on spinning till the last review is on the air. It's your job to keep that cream pouring out of the platen into the microphones.

THE amiable George Goodwin wrote in the January issue of *THE QUILL*, that at least 15 men process a newspaper story. Here's where I have to begin to show radio's knobby knees. Frankly, there's very little attention given to pasteurization of radio news, in a small plant, anyway.

The editor of a fast-growing Minneapolis newspaper tells me that he foresees expansion of radio-news staffs for that very reason. Studios don't dare put out grade C or D news any more, when newspapers are inspecting and sterilizing, and thus producing grades A and B.

In other words, though radio news doesn't have a chance to sour from age, the public can detect a too-high bacteria count. The same thing goes for editing of wire news and the correspondents' offerings. Don't forget, that, though you're a cub at heart, you are billed on the studio blurbs as "news

editor." There's something colossally cinematic about radio.

PERHAPS the most graphic advice I could give to any one who might want to enter the radio-news field, would be to take you with me for a day on the handlebars of my bicycle, as it were.

Sign-on is at 6:00 a. m. (Thus having worked on a farm helps in more ways than one.) Fortunately, the announcer was brought up on a farm, so he puts the early-morning news review together, on condition that I, a comparative city slicker, stay on for the late evening shift.

The city offices open up at 8:00. So we tell the office girl to answer news calls, and you climb on the bicycle.

First, to the sheriff's office. —Sheriff left early; deputy "don't know nothin.'" "Where'd the sheriff go, Deputy?" "Oh, Southaways." "Tuttle's Ferry, uh?" "Uh-huh." After an exasperating expenditure of your precious morning minutes, you worm enough of a story out of the deputy to cover yourself on the noon news. Details can come later, as long as you hit the air with the idea before the paper hits the street. Incidentally, if you've been hopelessly scooped on a story, and it's still fresh, the script-typewriter has an authoritative knack of making it sound like recapitulation of an earlier flash (which the listener is made to feel he could have heard had he stayed tuned faithfully to his local station).

Then to the courthouse, for marriage licenses, relief-office stories, auditor's reports, land transfers, and court hearings or trials. You thank your stars that you committed a few rudiments of press law to memory while you had leisure.

TO the high-school and the teachers' college, before descending the hill. School men, you soon learn, like their publicity to go through regularized channels. Best keep contact with the superintendent, and use stories from faculty members only as bait to fish the same facts from the Integrator of Information.

Down the hill to the Chamber of Commerce (watch out for promotion schemes), the Y (M & W), the weekly office (glad to cooperate in scooping the daily), the county attorney, R. E. A., farm bureau, and police station.

Don't snoop at the police station. They tell you what they're ready to release. That's the one spot in town where you can let down your imagination, and relax into the cliché, "What's news?" Only vary it from day to day with, "How's crime?" or



Gene Newhall

"Any sin?" Don't use stories you hear on the police radio, without asking permission from the Chief. Disdain to deal with rape.

Back past the fire station, to pitch two out of three with the boys at horse-shoes. That keeps them genial. After all, they phone the studio whenever there's a fire. And every fire-story is sold in advance to an insurance firm. You can't afford to miss even a chimney fire.

PARK the bike, and upstairs to the newsroom, pockets bulging with notes; to the phone to check hospitals and funeral homes. The newborn babies, by the way, are sold to a department store. Play 'em big on the noon review.

Lunch? Hardly. There's the "What's Doing" half-hour, with a dozen commercial sponsors, due at 1:30 daily. Society items, lost doggies, testimonials, and news from surrounding towns fit nicely. Then lunch in time to make the rounds again before offices close at 5:00.

That leaves plenty of time to gather the day together for editorial comment after the listener's supper; then there's time for the news editor's supper before pitching in on the 10:00 o'clock review. Phone headlines out to the transmitter to cover till midnight, set the time switch on the teletypes, turn out the lights, and tomorrow will be another day. Tomorrow's Tuesday. Council meeting. Always full of spicy quotes; and usually drags on too late to make the mail edition of the paper. Some fun, radio reporting.

I'LL sign off with a little specific encouragement for the student of journalism looking toward radio. You

[Concluded on page 13]

WHEN the newspaper reporter meets circumstance cloaked as contempt of court, he yields graciously, or he might as well. The judge may seem as unyielding as a dictator. The poor reporter does not have the benefit of jury and the truth does him no good, for in contempt truth is not a defense.

Then Mr. Reporter may find himself in jail. Yes, he might *appeal*; and he may feel that such imprisonment couldn't happen in the U. S. A., but there he is—in jail. Perhaps his only offense was in upholding what he regarded as the ethics of his profession in refusing to reveal the source of his news; such disclosure the court regards as necessary in helping the solution of a suit before the tribunal.

It is then that he takes an interest in this legal knot in which he finds himself unable immediately to extricate himself. Even his editor-in-chief, his publisher, or the corporation that publishes his newspaper may need to know more about this legal device that seemingly at times makes a mockery of journalistic ethics and freedom of the press a mere sham.

THE difficulty may lie in ignorance of what the law is, or an absence of background as to the reason for such a device. The more that he learns about this eight-letter word the more he appreciates the problem of the judiciary in enforcing its orders. Basking in the vitamin rays of that great right given by the Constitution of the United States and the constitutions of the several states, newspapermen may feel themselves knights of a guild, a craft honorable in its own name and its service to the public.

Yet when the press encounters the judiciary in a crossing of interests, the odds are that the press will be the loser. The judge is both umpire and adversary, and, moreover, often the victor.

What may the press do about this seeming intrusion upon freedom of the press? First, it might be a good idea to learn a little more about contempt of court.

A newspaper or a member of its staff may be in contempt for the following:

1. Any disturbance in the court room.
2. Any disobedience of a court's order.
3. Refusal to testify as to a news source if a reporter is subpoenaed to reveal in a trial the source of news, unless such refusal is permitted under modernized rules of evidence.
4. Any publication of news story,

Here Are Some Circumstances Which Cited for Contempt

picture, or editorial which tends to obstruct justice.

5. Any publication which tends to scandalize the court, thus lowering the public's confidence in the integrity of the court.

6. Any falsely inaccurate report of a court trial prejudicial to the court.

The last three of these possible situations are classed as contempts for publication, or out-of-court contempts.

CONTEMP्ट or a want of respect for constituted authority, or an act or omission in disobedience of such authority constitutes a violation subject to a charge of contempt of court, contempt of legislative authority, or contempt of an administrative body. For present purposes only contempt of court will be considered, for it is this type of violation that has caused so many headaches to newspaper reporters, editors, and publishers.

Contempt of court is definitely a control of the press; it is a check upon what a newspaper may say or do; in fact, it may be seemingly a negation of the first amendment of the constitution of the United States and the constitution of any particular state as regards freedom of the press.

Contempt of court may be direct or indirect. A direct contempt is one committed within the presence of the court, or so near the court that the violation may be said to be within the confines of the court itself. An indirect or constructive contempt is one committed outside of the presence of the court. A publication in a newspaper which might hinder the administration of justice may be regarded as an indirect or constructive contempt, or an out-of-court contempt, unless the court would, under the Federal rules for instance, regard the contempt so near the presence of the court that it could be called direct.

Proceedings for contempt may be civil or criminal. A civil contempt is one affecting the relationship of two parties to a civil suit; in such a case the court allows reparation to the offended party. However, it is criminal contempt that seriously affects the newspaper. A criminal contempt is a summary proceeding in which punishment may be meted out to one who interferes with the administration of justice, or whose acts tend so to interfere, by disrespect to the decorum of the court, or by interference with the impartial conduct of a case through such means as prejudicing a jury in its arriving at a verdict.

The power to cite for a direct contempt is inherent in the court; there is uncertainty as to whether a court has inherent power to cite for constructive or out-of-court contempt. If the court had no authority to enforce its own orders or decrees or to preserve order in the court room, the court room would be a mere debating society. Justice could not be carried out effectively.

Newspapers do not disagree with this inherent power to punish for direct contempt but as regards punish-



By FRANK TH

Associate Professor of Journalism
on the Law of the Press, University of

Which Might Lead to Your Being Contempt!



H. Armstrong Roberts Photo

FRANK THAYER

of Journalism and Lecturer
ess, University of Wisconsin

ment for out-of-court contempt which in fact may not even tend effectively to interfere with justice, the newspapers may well seriously disagree. Legal opinion is divided on this twilight-zone form of contempt.

BEFORE discussing out-of-court contempt, it would be well to consider briefly direct contempt as it affects newspapers. In the law of evidence there are some types of communications that are regarded as privileged. The conversations which reporters

have with their news sources are not commonly regarded as privileged communications and so a reporter who refuses to testify if subpoenaed may be cited for contempt of court. A number of states, however, have statutes which give the reporter the right to refuse to reveal his news source or his conversation with his news source.

It is sound legal theory for a court to cite for contempt a reporter who disturbs the court or directly disobeys the court's orders.

THE gravest threat to freedom of the press however, lies in out-of-court contempts for stories or editorials that may tend to obstruct justice. Contempt precedents endangering the press are perhaps nowhere more clearly marked than those in the Los Angeles County Superior Court decision against the Los Angeles Times (In the Matter of the Times Mirror Co. et al., 6 U. S. L. 16), in August, 1938. At the instance of the Los Angeles County Bar Association the Times was cited for contempt of court for the publication of the following editorials:

"Sit Strikers Convicted," Dec. 21, 1937.

"The Wright Verdict," Feb. 13, 1938.

"The Fall of an Ex-Queen," April 14, 1938.

"Jackie's Millions," April 16, 1938.

"Probation for Gorillas," May 5, 1938.

"A Black Committee Here," June 5, 1938.

"Curious Reasoning," June 7, 1938.

The first editorial, "Sit-Strikers Convicted" praised the conviction of 22 sit-down strikers and warned the defendants that they and their associates were not wanted in Los Angeles. The editorial stated in part,

"Government may have broken down in other localities. . . . But Los Angeles County stands firm; it has officers who can do their duty and juries which can function. So long as that is the case, davebeckism cannot . . . get control here, nor johnlewisism either."

The editorial appeared, however, before sentence had been passed or a ruling made on a motion for a new trial, an application for a writ of prohibition, or a determination whether the crime committed by the strikers would be classed as a misdemeanor or a felony.

THE second editorial, "The Wright Verdict," followed the conviction of

Paul A. Wright on a manslaughter charge but before his trial on a second plea of insanity. This editorial did not criticize adversely the court, the jury, or the verdict, but did flay the "weird California law" which permitted contradictory pleas of "not guilty" and "not guilty by reason of insanity."

"The Fall of an Ex-Queen," the third editorial on which contempt was charged, followed the conviction of Erwin P. Werner and Helen M. Werner for bribery but prior to disposal of a pending motion for a new trial. In part the editorial was as follows:

"For years she enjoyed the unique distinction of being the country's only woman boss. . . . Those were the days when Mrs. Werner was 'Queen Helen.' . . . The several cases which in recent years have brought her before the courts . . . seem all examples of an energetic effort to regain and reassert her one-time influence. . . . That it should ultimately have landed her behind the bars as a convicted bribe seeker is not illogical."

Wilson, J., in his opinion declared that the discussion at such time of extraneous matters concerning Mrs. Werner's career was within the category of prohibited comment.

The fourth editorial, "Jackie's Millions," discussed Jackie Coogan's effort to obtain an accounting of the funds he had earned as a child actor, funds which under the California law he could not legally claim. In this editorial there was no attempt to influence the court.

"Probation for Gorillas," the fifth editorial, noted in part:

"Two members of Dave Beck's wrecking crew, entertainment committee, goon squad or gorillas, having been convicted in Superior Court of assaulting non-union truck drivers, have asked for probation. Sluggers for profit are in a slightly different category from ordinary criminals. . . . It will teach no lesson to other thugs to put these men on good behavior for a limited time. . . . If Beck's thugs, however, are made to realize that they face San Quentin when they are caught, it will tend to make their disreputable profession unpopular. Judge A. A. Scott will make a serious mistake if he grants probation to Matthew Shannon and Kennan Holmes. This community needs the example of their assignment to the jutemill."

Concerning the foregoing editorial, Wilson, J., stated in his opinion, "It is of no consequence that this editorial, as argued by counsel for respondents, merely expressed the attitude which

the Los Angeles *Times* has maintained for more than fifty years toward those who committed violence during labor disputes. Even if such attitude had been well known in this community for the period mentioned that fact did not excuse the language addressed directly to the judge telling him in few but expressive words how he should deal with the convicted defendants." This editorial on labor disputes and violence appeared following the conviction of the defendants of an attempt to commit an assault with a deadly weapon and the assault itself but during the time when there was still pending an application for probation.

AFTER publication of the editorials, the bar association filed an affidavit charging contempt, whereupon the *Times* published two further editorials, entitled respectively, "A Black Committee Here," and "Curious Reasoning."

"A Black Committee Here" charged that the Bar association had set up a type of press censorship and recounted the circumstances that were associated with the writing of the five previous editorials cited in the contempt proceedings.

"Curious Reasoning" pointed out frankly that the extraordinary contempt of court proceeding was an "attempt to reduce to such narrow limits the right and duty of newspapers to analyze public questions as practically to destroy their usefulness in that respect." This editorial further noted that if the rules as applied in the *Times'* case had been strictly followed no mention of the Tom Mooney case could have been made for more than 20 years without every such mention being in contempt of court.

Demurrers on all counts were overruled by the court with the exception of those on the second and fourth editorials, and fines totaling \$1,050 were assessed against the *Times-Mirror* Company, and officers of the publishing company.

OUT of the conflict between independence of the courts and freedom of the press is it possible to formulate some reconciliation?

While it has been said that fears so often expressed by the courts have been absurdly magnified and that one in a judicial position may be expected to possess mental balance and emotional control sufficient to withstand undue pressure, hypothetical cases may be easily presumed in which publications during a trial might easily intimidate a court, and especially certain types of members of a jury; in



Frank Thayer

MANY a newspaperman has been faced with the threat of being cited for contempt of court. It may be your turn next.

Suggestions for meeting or avoiding such situations are offered in the accompanying article by Frank Thayer, Associate Professor of Journalism and lecturer on the law of the press at the University of Wisconsin. Prof. Thayer is a member of the Illinois bar, being affiliated with the firm of Swanson & Dodge, in Chicago.

Prof. Thayer's newspaper experience was gained on the *Connecticut (O.) News-Herald*, the *Springfield (Mass.) Republican* and the *Detroit (Mich.) News*. He was president of the *Creston (Iowa) Daily News Advertiser* 1928-32. He has taught journalism at the University of Kansas, State University of Iowa, Washington State College, Northwestern University and in his present post. He is the author of *Newspaper Management*, published by the D. Appleton-Century Co.

such extreme cases, when public opinion is a high tension, an out-of-court contempt might easily be conceived and some justification for summary punishment tolerated without placing in jeopardy the tenets of freedom of the press.

Are judges really influenced by discussions of public questions in the editorials of newspapers?

The answer is that they are likely influenced to the same extent as the average intelligent professional man might be influenced. But are not judges influenced likewise by other media of communication?

Judges are human and in their process of keeping in touch with the world of affairs they certainly have the right to read books, magazines, and current newspapers. Judges should know the background of economic and social changes and in so keeping in touch with categorical phases of life about

them, they are bound to be impressed, their own knowledge increased or modified, and their spiritual understanding deepened.

This newer depth of understanding may give new operative attitudes and firmer convictions; previous concepts may be discarded. The judge is thus subject to kindred informational and psychological influences; it is not required that a judge to be fair in his decisions should withdraw from life to become a juridical recluse. The judge should have the same right to grow mentally that is enjoyed by the average intelligent citizen.

OBVIOUSLY there arises in this problem of summary contempt punishment for out-of-court publication a direct conflict between freedom of the press and the integrity of the courts. If the press cannot discuss public questions involved in court litigation until after final disposition of the particular case or until the time limit for appeal has expired without an appeal being made, it would seem that the qualified right of liberty of the press would be seriously restricted.

If the doctrine of the Los Angeles *Times* case were widely accepted by American courts, the threat to the freedom of the press would be serious. The *Times'* experience would seem at a distance to have had some acrimonious stimulation, perhaps political in character; or perhaps it was in effect a test case, and if so, the danger would be increased.

The problem for the reporter and editor is to know the general principles of the law of contempt so that there will be no accidental or unintentional violation. The newspaper is rare which does not believe in the integrity of the courts and the maintenance of an orderly and equitable administration of justice.

The problem for the newspaper as an institution in its endeavor to perpetuate freedom of the press is to foster a better prepared judiciary, one with more understanding of the problems of the press and not one steeped in only ancient traditions of the law. Already the press and bar have met in common as the work of the American Bar Association in its cooperation with the American Society of Newspaper Editors and American Newspaper Publishers Association will show.

No major operation on the judiciary seems necessary. There is precedent, sound legal precedent for some reforms, however. In the trial of a newspaper or newspaperman for out-of-court contempt, some legislative act

giving the right to demand a jury trial would seem sound.

TO be contemptuous, an out-of-court publication should be such that actually threatens to obstruct justice; it should be such an act of opinion that actually interferes or tends to interfere with the administration of justice to the point of effective possibility.

The proposal has been made that, so far as newspaper liability for contempt in relation to a particular case is concerned, pendency of an action will cease so soon as a verdict is reached. Such a proposition does not seem either legally sound or necessary. After verdict but before judgment in a civil case or sentence in a criminal case, many things can happen, such as the filing of a motion for a new trial, motion for arrest of judgment, motion for judgment *non obstante verdicto*, and others.

What would be the object of opening up the case to newspaper comment before the court had determined the law as applicable to the particular trial? After all, in this republic we have a separation of powers in government. Although the legislature in any state makes the prescription, it is the judiciary that applies the prescription to a particular instance. In function or application the determination of the pendency of an action is judicial. And, moreover, such a proposal is unnecessary, in fact, if and when legislation is adopted making out-of-court publications contemptuous only when there is a threat to justice as to amount to effective possibility.

In any administrative or judicial procedure there must be latitude for discretion. It is not possible or advisable to restrict the judiciary to the point where legal or equitable discretion practically disappears.

To discuss a case before the time for appeal has expired or until the final adjudication in the highest court of justice might well be contemptuous; however, the chances are that if a case has been settled in a lower court, any fair discussion of the merits of the case from a social viewpoint with full recognition of the further legal possibilities on appeal should be permitted, and usually would be, where there is no obstruction of the machinery or the administration of justice.

It is always difficult to set exact limits on the possibilities of the future. Sensible legislation on the basis of the juridical developments that have established the Anglo-American legal system is without doubt advisable. But it must be remembered that to set definite limits upon the future is as dangerous as to define some uncertain element in art, literature or science. *Omnis definitio in lege periculosa est.*

To Print or Not

[Concluded from page 4]

But on that occasion Bill Jones will have reverted to his usual place in the general public. He will be interested in John Smith's case, be watching for the story, and, in the event of its non-appearance, be wondering why your paper was so remiss. As newspaper editors, our obligation to the public should transcend any personal inclination we may have to be obliging to those please-keep-it-out-of-the-paper individuals.

OVER the years, there have been some oddities presented to me in the line of requests for omission.

A woman who had membership in a social organization that always published advance notices of its meetings asked that we refrain from publishing them in the future. She said, "There are some very undesirable people in town who belong, and if they know when the meetings are to be held they will attend."

When the street car tracks were to be torn up in our town, a real estate dealer asked that there be no publicity given the move because he had sold somebody a lot at the end of the carline on his personal guarantee that there would always be street car service to the point.

Once I had published an editorial taking issue with the public address of a visiting speaker. It was a respectful and courteous comment. But the woman in whose home the man had been visiting made a great fuss.

She said it was a discourtesy for the

paper to take issue with a man who was a guest in her home.

A divorced man was soon to take unto himself a second wife. As the date of the wedding approached, many parties were given for the new bride-to-be. The ex-wife of the man asked our society editor please not to run news about any more of those parties. "It is very embarrassing to me," she said.

A few years ago, when wood alcohol sprees, with resultant blindness to the imbibers, were common, a group of

boys got drunk on the stuff one night, and several were threatened with loss of sight. The mother of one of the youths asked that no news item be published about it. I pointed out to her that suppression of the news by our afternoon paper would be of no good to her since the morning papers already had carried the story.

Her reply was, "Well, then, if one paper has published it, that is enough. There is no need for you to do it."

She won the battle, I might say, because I was not quick enough with an adequate comeback to the remark. But we won the war, because we did publish the item.

Radio Reporting

[Concluded from page 9]

don't have to have a voice to be a radio reporter, though you had best fit yourself to air your own stuff, if possible, as that gives you added prestige with your news-sources.

Radio still wears a halo in the public mind, an aura of prominence which may deceive you if you are vain. Actually, I would warn, radio tends to take advantage of its glamor, by paying you less than your listeners would want to believe. Radio is show-business. You'll work with temperaments as much as with minds. Radio people are prone to prevaricate, and excuse it as "projection." Radio is still new; in general, it lacks settled organization, stable personnel, and accepted standards of excellence by which to judge your work.

But radio is a field wide open for imagination, for novel, creative pro-

duction. Radio reporting in a small or medium-sized station gives you the complete run of the news, from obits to features. You may be given, as I am, absolute freedom to editorialize on local and world affairs. There's opportunity for personal expression at the microphone; though you may prefer to express yourself in more studied English and for a less ephemeral audience in print.

All in all, radio displays an excellent leg. But if you'll look closely, you'll discern early symptoms of varicose veins; radio is a good trouser, but the hours are those of show-business. You'll love it. But I warn you, you'll have knobby knees; and when television comes into its own, radio will want to display a super leg, and the fresh young journalism graduates of that new day may crowd us out.

THE WRITE OF WAY

By William A. Rutledge III

The Query

THE veterans among the workers-in-words, as in any other occupation, have learned to obtain the maximum results through the minimum of effort. They have found and established means of wasting as little writing energy as possible. They are not grinding out trunkfuls of non-marketable material, as the novice writer is prone to do.

One of the commonest instruments employed to conserve their efforts is that of the query. Once they have spotted a prospective feature article or get an idea that might pan out into profitable print, they write and solicit an expression of interest from editors. From a group of queries they get replies that gives them a reliable "line" on what they can expect to be able to do with that material. There may be an editor with whom the idea or suggestion scores a real hit and the piece is virtually sold before it arrives for his evaluation.

From a more practical standpoint, it is a means of shearing down the postage bill, which is an item with a writer who keeps the average wordage output in constant circulation.

EDITORS operate on impressions as much as anything. It clicks at the very suggestion or it doesn't. They can't explain why. Your query registers negative or positive and they'll drop you a line advising you which reaction they experienced.

A favorable reply is by no means a guarantee of a sale. It merely opens the door. Your own description of its final draft may have been quite erro-

neous. Still, the query spares the writer the expense and disappointment of pegging away at markets totally uninterested.

This device rarely is effective in fiction writing. You can't predict the story you will produce, as you can with the article. However, you can justifiably send a synopsis of a long story or serial and the editor will send you a line or two reporting how it registered with him.

HERE are some editors who really appreciate a query and call it "thoughtfulness" on the writer's part:

American Mercury, 570 Lexington, N. Y. C.—Eugene Lyons, Editor.
American Review, 231 W. 58th, N. Y. C.—Seward Collins, Editor.
Central Press Association, 1435 E. 12th, Cleveland, O.—Courtland C. Smith, Managing Editor.
Coronet, 919 N. Michigan, Chicago.—Bernard Geis, Associate Editor.
Daring Detective, 1501 Broadway, N. Y. C.—Leonard Diegre, Editor.
Esquire, 919 N. Michigan, Chicago.—Arnold Gingrich, Editor.
Every Week, 1200 W. Third, Cleveland, O.—Bruce Catton, Editor.
Illustrated Football Annual, 461 8th, N. Y. C.—Malcolm Reiss, Editor.
Household Magazine, 8th and Jackson, Topeka, Kan.—Nelson Antrim Crawford, Editor.
Leisure, 683 Atlantic, Boston, Mass.—John U. Riley, Managing Editor.
Liberty, 42nd and Lexington, N. Y. C.—Oscar Graeve, Associate Editor.
Nation's Business, 1615 H St., N. W., Washington, D. C.—R. C. Willoughby, Managing Editor.
NEA Service, Inc., 1200 W. Third, Cleveland, O., or 461 8th, N. Y. C.
Romantic Magazine, 1501 Broadway, N. Y. C.—M. L. Butler, Editor.
Secrets, 67 W. 44th, N. Y. C.—Rose Wynn, Editor.
This Week, 420 Lexington, N. Y. C.—Mrs. Wm. B. Meloney, Editor.
True, 1501 Broadway, N. Y. C.—Horace B. Brown, Editor.
Ziff-Davis Publishing Co., 608 S. Dearborn, Chicago.—B. G. Davis, Editor.

E. S. MCKAY (Michigan '33) has resigned his position with Bozell & Jacobs agency at Houston, Tex., to join the promotion staff of General Electric Co., Schenectady, N. Y.

Market Tips

The Ziff-Davis Publishing Co., 608 South Dearborn St., Chicago, Ill., announces two new fiction magazines, *Air Adventures* and *South Sea Stories*. These two publications will be sold in combination with *Amazing Stories* and *Fantastic Adventures* under the Ziff-Davis Fiction Group. The Ziff-Davis Publishing Company also publishes *Popular Photography*, *Popular Aviation*, and *Radio News*. Additional information will be furnished upon request.

"A new market for short fiction is now provided by *The Living Church*, 744 N. Fourth St., Milwaukee, Wis.

"This magazine is now in the market for short fiction of 1,000 to 2,000 words. We prefer stories with a reasonable amount of plot and plenty of genuine emotion. Rank sentimentality and entire lack of intellectual significance are, of course, ruled out, as are stories showing only the evils of drinking, smoking, dancing, and card playing. We also consider serials of 12,000 words, in division of 1,500 words. Each division must be a dramatic whole.

"Please let me stress the fact that contributors should be familiar with our magazine. *The Living Church* represents Anglo-Catholic thought in the Episcopal Church, and the writer who does not know what is meant by Anglo-Catholic thought should not send us manuscripts. He would be wasting postage.

"Story need not be wishy-washy attempts to point a moral. What we want is fiction that will interest Episcopalians, and it need not even be strongly religious in theme. If the chief character is an Episcopalian, acting in an Episcopal setting and dealing with a problem common to a member of Episcopalians, that is certainly enough. The villain in the story should not, of course, be pictured as the representative of any Christian faith.

"I wish to emphasize that we want stories at once. We pay a flat sum of \$10 a story and report within two weeks."—LEON MCCANNLEY, *Business Manager*.

Popular Aviation is looking for competent newspaper feature writers—aviation editors preferred—who want to make some money in their spare time. We need these able newspapermen in all parts of the country to serve as reliable correspondents for us in getting feature material. To date we have had a good deal of success with these working newspapermen; so much so that I would like to get in touch with as many more as possible.

The name *Popular Aviation* describes our publication exactly. We treat, in a strictly popular manner, any and all phases of the aviation industry in its work today. Consequently, articles for us can be gotten in a strictly routine newspaper fashion.

Articles should run up to 2,500 words each, and must be accompanied by all available photographs suitable for illustration. Payment ranges from a minimum of one cent a word up, depending entirely upon the writer himself. Inquiries are invited.—MAX KARANT, Managing Editor, 608 S. Dearborn St., Chicago, Ill.

Modern Age Books announces a \$1,000 award for the best novel dealing with American youth, submitted before May 1, 1940. The sponsors of the contest and the donors of the award are the Kaufmann Department Stores of Pittsburgh, Pa. Neither the donors nor the publishers desire to define the range or the limits of the subject matter of the novel. It may treat of any representative section of American youth—urban or rural, college or CCC, worker or migrant, play-boy and debutante, or those employed or on relief. Manuscripts will be judged on literary merit—sustained interests, character portrayal, quality of writing.

The winner of the award will, in addition to the prize, receive from Modern Age Books customary royalties throughout the sale of the book. All manuscripts are submitted with the understanding that the publishers, Modern Age Books, shall have the right to publish on their royalty terms, any manuscripts submitted.

Entry blanks are available at the offices of Modern Age Books, 432 Fourth Avenue, New York City. For further information write to: Editor of Modern Age Books.

HENRY BACHRACH (Ohio State '39) has joined the circulation department staff of the Bedford (Mass.) *Standard Times*.

ROBERT SWATOSH (Iowa State '39) recently became advertising manager of the Knoxville (Ia.) *Journal*.

How Can Weekly Newspapers Get More Advertising?

Every available survey, statement or practical demonstration pointing the way toward increased lineage—foreign, local or classified—is analyzed in *THE AMERICAN PRESS* magazine, the only magazine devoted primarily to the advertising problems of small town newspapers. **Subscription only \$1.00 a year.**

THE AMERICAN PRESS 225 W. 39th St., New York

• THE BOOK BEAT •

Gone Hollywood!

IF WE ONLY HAD MONEY, by Lee Shippey. 277 pp. Houghton Mifflin Co., Boston. \$2.

Lively, gay, a bit satirical and ever human is this account of a young free lance who reaches the Hollywood heights as a writer.

Richie Marlet, at 33, has a wife, two children, a knack for batting out western stories, a flimsy cottage on a beach—and little else.

In getting the lowdown on a news story which he hopes to sell at space rates, Marlet meets Arnold Dane, "Young Napoleon" of the movie industry. Dane likes the story; he and his wife take a shine to the Marlets and Richie finds himself offered a trial of eight weeks on Dane's writing staff at \$300 a week.

Well, as you can imagine, things happen in a giddy fashion to the Marlets in the weeks that follow. Richie reaches the heights in the film game only to find the fruit of success is often bitter.

Comes the dramatic climax in which the Marlets get their feet on the ground again and rechart their course.

Lee Shippey conducts "The Lee Side of L. A." column in the *Los Angeles Times*. He previously has written "Where Nothing Ever Happens," "The Girl Who Wanted Experience," and "The Great American Family."

Seven Up—And Down

SEVEN AGAINST THE YEARS, by Sterling North. 326 pp. The Macmillan Co., New York. \$2.50.

The stories of seven men during the period from 1929 to 1939 are told in this thoughtful survey of the times through which they moved.

The seven—a Greek immigrant with a flair for promotion, the heir of a wealthy Chicago packing family, a newspaper reporter, a geology student, an extremely religious young man, a campus "red" and a sleek contemporary—are members of the 1929 graduating class of the University of Chicago.

Their lives, more or less intertwined during their collegiate careers, touch here and there during the swiftly passing years which make up the next decade. The chronicle closes with the class reunion of 1939.

The case histories of the seven graduates are penetrating portraits, written with a depth of understanding.

THE QUILL for December, 1939

Book Bulletins

WRITING UP THE NEWS, Edited by Miriam Lundy. 254 pp. Dodd, Mead & Co., New York. \$2.50.

Outstanding figures in the different divisions of journalism discuss their particular jobs, voice observations and opinions and tell tales of the trade in this interesting journalistic round table edited by the daily story editor of the *New York Daily News*. Those contributing chapters to the book include: Lee B. Wood, Stanley Walker, Mabel Greene, Inez Callaway Robb, Emma Bugbee, Burns Mantle, Harry Hansen, Lucius Beebe, Joe Williams, John Kieran, Helen Rowland, Mary E. Watts, Antoinette Donnelly, Prunella Wood, James C. Hickey, Warren J. Hall, Joseph V. Connolly, Miles W. Vaughn and Max Hill.

PIONEERS OF PLENTY, by Christy Borth. 303 pp. The Bobbs-Merrill Co., Indianapolis, and New York. \$3.

There's a new word gaining increasing significance in the English language—"chemurgy." It has to do with the linking of agriculture and chemistry to industry. It is indeed a fascinating story. Christy Borth, of the *Detroit Free Press* staff, was one of the first reporters assigned to cover stories of the movement. Out of his interest and investigation comes this book revealing the principal figures in this thrilling new drama of science and discussing what they have done—what they hope to do in the future.

PICTORIAL JOURNALISM, by Laura Vitray, John Mills, Jr., and Roscoe Elard. 437 pp. McGraw-Hill Book Co., Inc., New York and London. \$4.

This, a comprehensive survey of the field of pictorial journalism, begins with a chapter on the significance of news photography and then touches upon just about every step involved from the time a picture is taken to the time it appears in a paper or magazine. It discusses cameras, studio technic, page layout, color, photography and the law and the picture morgue, among other things. No volume, even this, can guarantee to make the reader a cameraman or picture editor. But this one can certainly give anyone an excellent idea of what this pictorial journalism is all about.

WORDS THAT WON THE WAR, by James H. Mock and Cedric Larson. 372 pp. Princeton University Press. \$3.75.

A most significant book, published at a most significant time, is this story of America's first "propaganda ministry," the activities of the Committee on Public Information which functioned under the leadership of George Creel during the World War. Coming at a time when the United States faces again many of the problems faced prior to its entrance into the world war, this volume presents documents and parts of documents never before published concerning the Creel committee and its work.

Sterling North is the literary editor of the *Chicago Daily News*. His earlier works include "Plowing on Sunday" and "Night Outlasts the Whippoorwill."

Pressure Power

THE PRESSURE BOYS: The Inside Story of Lobbying in America, by Kenneth G. Crawford. New York: Julian Messner, Inc. xi + 308 pp. \$3.

The theme and point of view of this book by a Washington newspaperman

are largely suggested by the title. This volume deals, of course, with professional propagandists, what they want, and how they go about achieving their ends. It is written largely in the spirit of an exposé, thereby placing the emphasis on the evils concomitant to propaganda activities. This critical aspect of the book will undoubtedly lead many readers to concur in the following comment by S. T. Williamson in the *New York Times*:

"When you attempt to convert a Congressman to your cause, you are merely exerting your constitutional right of petition. But if the other side attempts the same thing, it's outrageous and nefarious. It's lobbying, and there ought to be a law. If you go a step further and attempt to make the congressman see the light by explaining your cause to his constituents, you are engaged upon a publicity campaign of education. But when the other side does likewise, it poisons the wells of truth with propaganda."

Approached in this spirit, Mr. Crawford's book is an interesting and valuable collection of data about what goes on in and about legislative chambers.

Explaining that he, like other reporters, has been cramped in his news writing by "the exigences of daily journalism which often makes it impossible to get the whole story until the event is no longer headline news," Mr. Crawford describes his book as "the residue of daily journalism collected by every Washington newspaperman."

Mr. Crawford does not write in vague generalities, but rather names names. He gives details, for example, about lobbyists for utilities, munitions, sugar, shipping, the movies, and the various proprietary remedies.

An alumnus of Beloit College, Mr. Crawford has worked for the *United Press* as bureau manager and roving reporter in Chicago, Milwaukee, Madison, Detroit, Lansing, Indianapolis, St. Louis, St. Paul, and Columbus. He has served as *UP* capitol and White House reporter in Washington, and covered Al Smith and Charles Curtis in the presidential campaign of 1920. He left the *United Press* to become political editor of the *Buffalo Times*, a Scripps-Howard newspaper.

"The Pressure Boys" is dedicated to two distinguished newspapermen, Paul Y. Anderson and Rodney Dutcher, "whose highly useful but far too short lives were devoted to exposure of the influence of selfish pressure groups on government and whose personal files yielded much of the material for this effort. . . ."—JOHN E. DREWRY, Director, Henry W. Grady School of Journalism, the University of Georgia.

Kiper's Kolumn

By JAMES C. KIPER

Executive Secretary,
Sigma Delta Chi

MINNESOTA, with 26 men, last year ranked second scholastically among the 35 professional fraternities on the campus with an average of 1.891. For only three of the last 13 years has the chapter stood below the professional fraternity average, which last year was 1.469. In the last five years the chapter has ranked second three times, third two times, and fifth once, among the 35 organizations.

Arthur Robb, editor of *Editor & Publisher*, has been named a judge of the IOWA chapter's "National Tall Story Contest." Lowell Thomas and Irvin S. Cobb are the other judges previously announced. Entries are now being received by the chapter at the Sigma Delta Chi Den, Union Building, Bloomington, Ind. Deadline for entries will be Jan. 15. The contest is being held for the purpose of making a permanent collection of legendary yarns of newspaperdom. The "whoppers" must have some factual basis, and must be fit to print. . . . The chapter had a "sellout" for its traditional Blanket Hop dance, held Nov. 25 following the Indiana-Purdue football game. Johnny "Scat" Davis' band played.

The second of the "Front Page Forums," inaugurated this fall by the IOWA STATE chapter, was held Nov. 17. Faculty and student speakers lead the panel discussions on topics dealing with front page news. Coffee is served, dutch treat, at the forums which are held each Friday afternoon. . . . The biggest profit in several years was made on the first fall issue of the chapter's humor magazine, the *Green Gander*.

OHIO STATE cooperated with Theta Sigma Phi in sponsoring the "Sob Sisters' Ball" for all journalism students and faculty members, Dec. 2. Music was supplied by recordings, and an admission fee of fifteen cents was charged.

SOUTH DAKOTA STATE'S November issue of *The SoDaX*, chapter newspaper, had eight pages, printed. The chapter recently assisted in staging the South Dakota High School Press association convention, which was attended by 1,077 students and advisers. Elmo Scott Watson, editor, *Publishers' Auxiliary*, and national president of SDX, was a principal speaker.

NORTHWESTERN inaugurated a series of bi-weekly Sunday supper meetings Dec. 3. Several Chicago newspaper men spoke. . . . The chapter held initiation Nov. 12 for 16 undergraduates and five professionals. SDX president Elmo Scott Watson was the principal speaker. . . . The first issue of the chapter's newsorgan, a four-page mimeographed sheet, appeared Nov. 12. It will be continued monthly and mailed to alumni of the chapter.

W. W. Waymack (Grinnell Professional), Pulitzer prize winning editor of the *Des Moines Register and Tribune*, will



This float, entered by the University of Oklahoma chapter of Sigma Delta Chi, won no prizes, but a lot of laughs, in the school's annual homecoming parade. Bob McWilliams, chapter president, is the gent standing with camera in hand.

be the principal speaker at the traditional Wayzgoose banquet at the University of Iowa Dec. 12. John von Lackum, Jr., secretary of the IOWA chapter, is chairman of the committee arranging the festival for all journalism students. Ward Barnes (Iowa State Professional), editor of the *Eagle Grove* (Ia.) *Eagle*, will lead a round table discussion. Five undergraduate candidates and one professional candidate will be initiated by the Iowa chapter preceding the banquet.

The IOWA chapter conducts a weekly radio broadcast over the university's station, called "Around the State with Iowa Editors." Jim Fox, chapter president and editor, the *Daily Iowan*, is doing the program. SDX gets mention at the beginning and end of the program, which cites editorials and community service campaigns in the state's newspapers. . . . The chapter is planning a small paper to be sent this fall to all alumni of the chapter. Ted Metzger, Des Moines AP bureau chief, spoke at a recent dinner meeting at which men journalism students were guests.

THREE prominent Chicago newspapermen spoke at the Dec. 15 meeting of the CHICAGO Professional chapter. They were "Buddy" McHugh, veteran police reporter for 30 years with the *City News Bureau* and the *Herald-American*; Gene Morgan, reporter for the *Chicago Daily News*; and Frank Smith of the *Chicago Daily Times* who scored a national scoop Nov. 16 by interviewing Al Capone—the first interview since Capone's conviction. . . . Dr. Barclay Acheson, assistant editor of *Readers' Digest*, spoke to the chapter at its Dec. 15 luncheon meeting.

The CHICAGO Professional chapter held its first fall meeting Oct. 12. Honor guests were Elmo Scott Watson, new SDX president; Neal Van Sooy, publisher, *Azusa* (Calif.) *Herald*, vice-president of the California Newspaper Publishers' Association, and president of the Los Angeles Professional chapter of SDX; Roy A. Brown, publisher, *San Rafael* (Calif.) *Independent*, and immediate past president, CNPA; John B. Long, general manager, CNPA; and members of the Newspaper

Managers Association, meeting in Chicago at the time. Van Sooy, as principal speaker, outlined the meaning and purpose of the American Institute of Journalists, recently incorporated in California by the officers and directors of the Los Angeles Professional chapter.

William F. Crouch (Grinnell '27), Chicago editor, Quigley publications, was elected president of the chapter at the meeting to succeed Paul B. Nelson (Minnesota '26), publisher of the *Scholastic Editor* magazine. Nelson was commended by the chapter for the excellent meetings planned by him last year, causing a 123 per cent increase in attendance over the previous year. Other officers elected were: Harold E. Rainville (Northwestern '29), public relations counsel, vice-president; Larry Wolters (Iowa '24), *Chicago Tribune* reporter, secretary; and John Canning, Jr., public relations department, Standard Oil Company of Indiana, treasurer.

NORTH DAKOTA is again repeating its front page contest in the North Dakota Press association contests, and will again award a trophy. . . . Col. William M. Glenn (Co-founder), publisher of the *Orlando Times*, was re-elected to honorary presidency of the FLORIDA chapter of SDX, at the annual state Gridiron banquet in Jacksonville, Nov. 11.

MONTANA held a smoker Nov. 1 for all men in journalism. Moving pictures of Montana football games were shown, and Grizzly Coach Doug Fessenden was the speaker. . . . The SEATTLE professional and WASHINGTON undergraduate chapters met Nov. 1 with Frank Richardson Pierce, Seattle writer, and Fred W. Kennedy, chapter advisers, as speakers. The chapters are holding regular monthly meetings together. Clark Squire (Washington '16), *Seattle Star*, was elected president of the Professional chapter. Prof. By Christian (Washington '20), formerly with the AP in New York, and now a member of the school of journalism faculty, was elected vice-president. Mike Bird (Washington '37), of the Scripps League in Seattle, was named secretary-treasurer.

THE QUILL for December, 1939

WHO · WHAT · WHERE

CHARLES L. ALLEN, executive secretary of the New Jersey Press Association and director of the Department of Journalism at Rutgers University, has accepted the position as assistant dean of the Medill School of Journalism at Northwestern University and director of research of that school. He will begin his new duties in February.

Two Indiana University graduates, JEAN GRAFFIS, '31, and GEORGE KIDD, '27, are in Europe covering the war. Graffis is manager of the Paris office of NEA service and Acme News Pictures, while Kidd is on the staff of the *United Press* in Berlin.

ROBERT ESTABROOK (Northwestern '39) is a reporter on the *Cedar Rapids (Ia.) Gazette*.

CAMPBELL WATSON, telegraph editor of the *Berkeley (Cal.) Gazette*, has taken over new duties as news editor. He continues to serve *Editor & Publisher* as San Francisco Bay Region correspondent.

FRED W. BECKMAN, editor of the *Farmer's Wife* magazine at St. Paul for the last 12 years, has taken active direction of the *Knoxville (Ia.) Journal*. Beckman was national honorary president of Sigma Delta Chi in 1921.

DONALD H. CLARK, St. Louis, president of the Commerce Publishing Company, recently purchased *Club Management* magazine. The other Clark publications are: *Mid-Continent Banker*, *Life Insurance Selling*, the *Local Agent* and the *Mid-Western Banker* of Milwaukee. Clark is a trustee of THE QUILL Endowment Fund.

RICHARD JOEL, 1937 graduate in journalism at the University of Georgia, has been appointed graduate assistant in the School of Journalism at the University of Wisconsin.

CHARLES M. RAY (Indiana '32), associated with the *Cranford (N. J.) Citizen and Chronicle* since 1932, recently purchased a half interest in the paper and is now editor.

GEORGE BYRNES (Florida '39) is on the staff of the *St. Petersburg Times*, handling the night police beat. Byrnes served as president of the Florida chapter of Sigma Delta Chi last year.

MILLER HOLLAND (Stanford Professional) was recently appointed news editor of the Pacific Division of the *United Press*. Holland formerly was night manager in San Francisco. The announcement was made by FRANK H. BARTHOLOMEW (Oregon State Professional), vice-president and division manager.

WILLIAM K. MITCHELL (Butler '39) is now on the editorial staff of the *Indianapolis (Ind.) Star*. He left an editorial position on the *Clinton Ind., Daily Clintonian* Oct. 2.

WAYNE A. MILLER (Grinnell '39) Dec. 5 became secretary to L. E. Smith, production manager of the *Meredith Publishing Company*, Des Moines, Ia.

ARTHUR N. GREGG (Purdue '27) has resigned as associate editor of the *National Engineer*, power engineering publication, Chicago, to join the staff of the *Penton Publications* in Cleveland Dec. 20.

THE QUILL for December, 1939



Al Makins, right, president of the Kansas State chapter of Sigma Delta Chi, congratulates Kirke Mechem, secretary of the Kansas State Historical Society, following his initiation as a national honorary member of the fraternity, while C. E. Rogers, head of Kansas State's journalism department, looks on. Mechem was named national honorary member at the recent west coast convention.

MARK COX (Missouri '36) resigned Sept. 1 from the sports staff of the *Urbana (Ill.) Courier* to become director of athletic publicity for the University of Missouri.

FRANK GANNETT (Nat'l Honorary), president of the Gannett newspaper chain, and a likely Republican presidential candidate, spoke Nov. 28 to journalism students at the University of Washington. The publisher is at present on a 7,000-mile speaking tour.

PROF. VERNON MCKENZIE (Washington Professional), director of the U. of Washington school of journalism, on leave of absence and making a world tour, expected to reach London Nov. 30. He was in Jerusalem in late September. McKenzie was in Warsaw when Germany began its attack on Poland.

FIELD BEAM (Illinois '37) of the promotion department of the *Chicago Daily News* was elected president of the U. of Illinois Journalism Alumni Association at its annual meeting Nov. 4. M. D. SEIL, '26, of Urbana was named vice-president, and ARTHUR WILDHAGEN, '33, of the University's bureau of information, was elected secretary.

R. F. HOWES (Cornell Professional), former assistant professor of English and publicity director at Washington University, St. Louis, is editor and co-author of "Our Cornell," a book of Cornell reminiscences recently published. Howes is now assistant to the dean of the College of Engineering at Cornell.

NORMAN F. CHALKER (Georgia '37) has joined the staff of the *Atlanta Constitution*.

THOMAS SARTELL (Minnesota '39) is employed on the *Thief River Falls (Minn.) Times*.

RICHARD V. WALL (Penn State '33), formerly with the *Associated Press* in Philadelphia and more recently city editor of the *Clearfield (Pa.) Progress*, is now handling general news publicity for Pennsylvania State College.

THEODORE G. THRESS (Ohio State '32) has accepted a position with the U. S. Civil Service Commission at Atlanta, Ga.

JOHN R. THOMPSON (Indiana '35) is now a member of the *Peoria (Ill.) Journal-Transcript* staff.

SAM GORDON (Indiana '39) is writing publicity and continuity for station WHBQ, Memphis, Tenn.

ROBERT KVIDERA (Marquette '39) was recently appointed executive secretary of the Marquette University Alumni Association, Milwaukee.

Births

A son, Stefan Matthew, was born August 4 to Mr. and Mrs. WILLIAM KOSTKA. Mr. Kostka is manager of the NBC press division, New York. He formerly served with *INS* as bureau manager in Chicago and as managing editor of *Fawcett Publications*.

Jon Napier Crouch was born Oct. 2 to Mr. and Mrs. WILLIAM F. CROUCH, Chicago. Mr. Crouch is Chicago editor for Quigley Publications, and was recently elected president of the Chicago Professional chapter of Sigma Delta Chi.



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If America Goes to War

[Concluded from page 5]

tee was established by President Wilson in April, 1917.

At the head of P.R.A. would be an administrator, appointed by the President, and responsible to him. He would be the "George Creel" of the day. The administrator would be a member of the powerful Advisory Defense Council. Assisting him would be a deputy administrator.

A Public Relations Council, composed of the deputy administrator, the director of publicity, the director of communications control, and a member of the Joint Army and Navy Public Relations Committee would work closely with the administrator. The purpose of this Council would be to render technical advice and help to execute plans.

A central Coordinating and Liaison Committee would be the "legislative body" of P.R.A. It would be composed of one representative each from the various executive departments, emergency agencies, Federal corporations, commissions or boards or other independent Government establishments, and would be presided over by the deputy administrator. Its purpose would be to act as a clearing house on all publicity matters, to offer a channel for discussion, solve problems in common and to eliminate duplication of energy.

THE director of publicity would have charge of home front publicity of every type. He would have to be a man with a wide grasp of public relations. He would maintain an advisory committee composed of leading men in all major fields of publicity corresponding to the divisions of his office.

In general, five subdivisions are included: News, radio, advertising, pictures (still and moving) and civic cooperation (exhibits, patriotic and religious organizations, welfare activities, speakers, etc.).

The personnel of his office would comprise experienced newsmen, publishers, advertising experts, radio commentators, movie specialists, and others of outstanding talent in allied publicity fields. Their combined training, experience and prestige would be calculated to be such as to give the director of publicity a commanding position in the nation.

The director of communications control, or censor, would have more of the negative side of public relations to grapple with, in distinction to the director of publicity, who would have the

positive aspects. The censor should have a first hand knowledge of communications systems. Working with him would be an advisory committee composed of representatives of the Post Office Department, Federal Communications Commission, as well as key men from the telephone, telegraph, cable and radio industries, both civil and military.

As was true during the first World War, external communications systems would be entrusted to the armed forces, such as radio and cables to the Navy, and mail, telegraph and telephone to the Army.

As was the case with the Creel Committee, the chief appeal would be directed by P.R.A. for "voluntary cooperation" of the chief avenues of publicity. In the Fourth Estate, for instance, such voluntary cooperation might be secured through contacts with personal representatives of newspapers, publishers, press associations, syndicates, news photographers and the like.

There are seven basic objectives of P.R.A.: (1) The coordination of all publicity programs of all Federal agencies for the best results for the common good; (2) To serve as a bureau of information for energetic dissemination of the war aims of the Government both at home and abroad; (3) To combat domestic disaffection; (4) To combat enemy propaganda internally and externally; (5) Integrate all existing publicity media to the most efficient point for successful prosecution of the war; (6) To guide the press, radio and motion picture industries so that information helpful to the enemy may not be disseminated; and (7) Set up rules for supervising the functioning of all channels of external communication so that information useful to the enemy may be prevented from going abroad.

IN the foregoing paragraphs is the authentic blueprint of P.R.A. as it stands today. Under the unpredictable exigencies of warfare, it is quite conceivable that it would be altered and amended, but it would follow basically the above pattern. Many reserve officers in the forces today are publicity experts of one type or another whose services would be brought into play when and if war should come.

The next major war upon which this country may embark will, without any doubt, be a "total war." Technics not only for coordinating public opinion

but also for ascertaining it, will rapidly be developed. It should certainly be clear to any thinking person that without information as to the status of morale, or coordinating it, a national leader in an emergency is acting blindly.

In such cases, decisions of the first importance made irrespective of such factors may lead to disaster. The military zone of the home front is therefore to be fully organized so as to produce a discipline and morale of a high order, without which victory could not be achieved.

Routine methods will obviously scarcely suffice in such a vast and bold undertaking as to mold into a single will the minds of America. It will require versatility, originality and tact. Foresight will have to be the middle name of the man with whom our next war President invests the office of Administrator of the Public Relations Administration.

Batchelor

[Concluded from page 7]

and several collections of walking sticks.

MR. BATCHELOR is called upon to launch many programs. These range from health to races. Radio continually seeks his aid in various programs. He participated in the Cartoonist's Roundtable over WQXR, New York's Free Forum on 57th Street, and furnished a series of cartoons for the Health Committee of the Women's City Club and others, etc.

His admirations include, of course, the President, Mayor La Guardia, Tom Dewey, Robert Moses and hosts of other persons whom he considers benefactors to humanity. These men were depicted separately and together in cartoons throughout the country in a recent political campaign. Mr. Batchelor's pencil is probing and can be cruel. More often it is human and humorous and occasionally it is richly sentimental. His cartoons bring him many surprises, some good, bad and others indifferent, but on the whole, extremely interesting. President Roosevelt always rates well with him.

For several years he enjoyed the companionship of his Chow dog, Buffy. But Buffy died three years ago, and his master now walks without that loved Chinese comrade.

Shortly after receiving the Pulitzer Prize, a friend asked, "Do you see any difference in 'Batch' since he won the Pulitzer Prize?" The friend thought a moment and said, "Yes, I do, he carries two canes, now."

AT DEADLINE

[Concluded from page 2]

On a usually dull grain market story:

Wheat Prices Reap Benefit from Poor Harvest

On an equally dull stock market lead:

Market Cracks Under Weight of U. S. Steel

On a Nazi order in Poland against Jews out after 5:00 p. m.:

Death Penalty for Wandering Jews

"We could go on quoting them by the page, but our inherent modesty prohibits it.

The P. I. Copy Desk,
B. H., J. L., H. M."

WELL, that contribution certainly puts the P. I. boys in the lead this month. But there were scattered selections from other points of the country.

Curtis MacDougall, of Chicago, clipped this one from the Chicago Sunday Tribune:

Something Borrowed (4 Suits), Something Blue (The 4 Ushers)

It ran over a story telling how the cutaway suits of four ushers were stolen a few hours before a swank Evanston wedding.

Stewart Jones, of Kansas University, sends one from the Kansas City Times which appeared over a story saying that in a written ruling that Oklahoma would have two Thanksgiving Days this year, Mac Q. Williamson had included this rhyme:

Thirty days hath September
April, June and November;
All the rest have thirty-one
Until we hear from Washington.

The head from the Times was:

Turkey Time Set in Rhyme

Al Todoroff, of Chicago, contributes this one, from the Chicago Daily News, which appeared over an item telling how English couples had found air raid shelters cozy trysting places during air raid blackouts:

An Air Shelter and You, Or Love in a Blackout

LEST you folks think the lords of the rim here in Detroit don't write good heads we'll quote a few from the Detroit News.

The first appeared over that story of the New York couple which sought re-

lief in court from the noise of construction near their apartment and was advised by the magistrate to spend a night out. The head was:

Fugitives from a Rivet Gang Make Whoopee (All Free)

The story of the Gridiron Club's semi-annual roast was:

Gridiron Club Serves Up a Prime Rib to Politicians

The caption over a picture of Oscar Levant, of the "Information Please" program, and his bride was:

The Answer, Mr. Fadiman, Is Love's Sweet Song



Ann Lord

ANN LORD, who tells the story of C. D. Batchelor's career in this issue, will be remembered for her work with Thomas Wood Stevens, with the Globe Theatre Productions, 1934, Chicago; for her editorship of A. C. McClurg's bulletin of New Books, after she finished her courses at the University of Chicago; for being W. H. "Alfalfa Bill" Murray's press agent; for the work she did as Publicity Director, Department of Health, City of Chicago, during Dr. Arnold H. Kegel's four-year administration; for her association with the James Pond Lecture Bureau, New York; the directorship of publicity for the Women's City Club, New York, and for her short stories about the Ozark Hills, from whence she came.

She had been a feature writer for three years on the New York Mirror; was Associate Editor of "Wireless Age" magazine, Editor of "Orchestra World" and is now free lancing.

HERE'S another example of tricks with headline type, this one from Horace B. Ward, of the Gary (Ind.) Post-Tribune, and written by Sherlock Hope, telegraph editor of the same paper:

This Guy Walters Flies 'silly as a hen' Unhappy Scribe Learns—Just Too Late

The head appeared over a story having to do with Pilot Don Walters, of an air circus.

We'll wind up this month's report with this one, taken from the Chicago Tribune, by a reader whose name we didn't get:

A New Wallaroo Causes A Hullabaloo at the Zoo

CHESTER W. CLEVELAND (Illinois '20) Nov. 1 completed 18 years as editor of the Magazine of Sigma Chi. A former editor of THE QUILL, Cleveland is secretary of the Indiana Society of Chicago, a nationwide organization of prominent present and former Hoosiers. **PAUL V. McNUTT** (Indiana Professional), 1940 Democratic presidential candidate, will be guest of honor at the Society's annual dinner Dec. 16 in Chicago.

ANDREW SUNDSTROM (South Dakota State '39) recently was promoted to the associate editorship of the Farm Journal, Philadelphia. Sundstrom joined the Farm Journal staff last June.

Sigma Delta Chi provides its members with one of the best clearing houses for jobs in the country through—

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"HENRY-THE HORNBILL" Methods

Those ambitious young men and women who seek to make journalism their life profession or who are determined to enter any one of the many interlocked activities, such as advertising, will do well to study the practices of *seasoned* veterans in all these fields. Long since, they ceased to follow news about newspapers in publications NOT dedicated exclusively to the one, highly-specialized business. They find it confusing to sort out an admittedly diversified and often irrelevant mass of material. "Henry-the-Hornbill" is a little of *all kinds* of birds. . . . Editor & Publisher's mast-head eagle symbolizes its adherence to ONE FIXED EDITORIAL POLICY.

NO—Editor & Publisher does not undertake to cover Sales Management, business in general, the magazine, Outdoor and Direct Mail fields. It is no "mixed-breed" publication, attempting a sort of "Hornbill" conglomeration. It was launched as a "newspaperman's newspaper"—still is—and a dominating factor in Journalism. Its cost to you —\$4.00 a year—is a 52-time pledge of constructive service.



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